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An Unfortunate Mistake
A Frank Confession
A Humble Apology

LIBRARY RECEIVED MAR 1 1940 U.S. Department of Agriculture

When I first began eating AUNT MARY'S Sweet Corn nearly forty years ago I was told that it was the most difficult sweet corn in the world to ripen. During the past five years I have been telling this same fact to all of my customers. Notwithstanding all this I did not PLANT AND RIPEN enough seed of it last year. It would seem almost impossible that I could have made such a mistake. This letter is the public confession of that fact.

There were, of course, extenuating circumstances, but I will not try to excuse myself by telling all of them to you. I must make a very humble apology because my mistake will cost my loyal customers some extra money in paying an advanced price for the seed this year. Of course, I am very, very sorry.

Two other circumstances contributed to the small size of my stock of seed: First, I have only about half the usual amount of seed carried over from the former year's crop. Second, my planting last year suffered more than ever from the ravages of the corn earworm.

But my message has a far more cheerful ending than was the beginning. Listen to this: Van Wert County produces a great quantity of hybrid field corn seed and all of it must be dried to a moisture content of 14 per cent or less. This requires modern equipment and I have been fortunate indeed to get access to a strictly up-to-date drier of a type which has been approved and recommended by the Agricultural Engineering Department of the Ohio State University. This good fortune will reduce the time necessary to ripen and dry seed of AUNT MARY'S Sweet Corn from the four, five, and sometimes even six weeks which I have been expending upon it, to less than two weeks. This is my foundation for believing that next year I can reduce the price of AUNT MARY'S Sweet Corn Seed to a lower price even than I sold it at last year.

LEE R. BONNEWITZ, Owner

AUNT MARY'S SWEET CORN FARM

VAN WERT, OHIO

A New Method of Advertising

During the past six years I have been growing AUNT MARY'S Sweet Corn Seed and during the last five of them I have been building up a mail order business on it. It is, I believe, the very best sweet corn in the world and deserves all the praise which my customers have been expending upon it. However, I have found that **NATIONAL ADVERTISING IS VERY EXPENSIVE** and during not one of the years this seed has been on the market have I sold enough to pay the cost of growing the seed and the advertising.

There is one very enccuraging feature about the business which gives me great satisfaction. Every year I receive many orders from persons who have never seen or heard of my advertising but who have been told of the very high quality of the corn by my present customers. I believe that this advertising by my own appreciative customers will grow larger as the years go by and that I can probably decrease or possibly omit entirely the **VERY EXPENSIVE NATIONAL ADVERTISING.**

With my very small stock of seed it will not be necessary this year to do any national advertising at all, and the new list of buyers will all be the result of customer appreciation.

If you have a friend anywhere in the United States to whom you would like to have me send a free sample of seed, I will be very glad to do it. First, please write a postal card to that friend telling him you are asking me to send him free a sample planting of AUNT MARY'S Sweet Corn Seed. After doing this, please take another postal card and write upon it,

"I have written my friend,_____
whose address is_____
that I am asking you to send him a free sample of AUNT MARY'S Sweet Corn Seed,"

and then after placing your name and address upon it, send this second card to me.

As long as my supply of seed lasts I will send out these free planting samples. If my stock is exhausted early in the season, as I believe it will be, I will try to buy from one of my customers enough seed to furnish the free samples.

Next year, when I hope to have twice as much seed, it may be possible for me to ask you to send me several names with addresses for free samples.

Let us hope this possibility becomes a fact.

An Accommodating Customer in the South

I have a customer at Avery Island, Louisiana, who has been enthusiastic in his letters about AUNT MARY'S Sweet Corn ever since I placed it upon the market.

In January he asked me to give him the price on a bushel (50 pounds) of AUNT MARY'S Sweet Corn Seed. In my reply quoting a price of 65c per pound, I told him of the scarcity of the seed this season and that I would rather sell him 25 than 50 pounds of it. He ordered this smaller amount and told me that he was sorry that it was not convenient for me to furnish the full 50 pounds.

As soon as this price list is in the hands of my customers you will know of the scarcity of the seed this year and it is quite probable that you will immediately place your order for the planting season.

With this in mind I have written this accommodating gentleman in the south that within ten days after the distribution of this price list, if my stock of seed has not been exhausted, I will feel free to offer to fill his order for the other 25 pounds of seed.

I realize however that when he receives my notice, it may be too late for Louisiana corn planting.

1940 Prices

On February 1, 1940, all published prices of AUNT MARY'S Sweet Corn Seed were withdrawn.

Here are the prices for 1940:

¼ lb.	25c	2 lbs.	$1.90
⅓ lb.	35c	3 lbs.	2.85
½ lb.	50c	4 lbs.	3.60
1 lb.	$1.00	5 lbs.	4.25

At the above prices these quantities are sent by prepaid parcel post.

The following quantities are to be sent by express or freight f. o. b. Van Wert:

6 lbs. to 24 lbs. ..... @ 70c per lb.
25 lbs. ..... @ 65c per lb.

Early Pearl Sweet Corn

Last year was my first season selling EARLY PEARL Sweet Corn Seed and I am anxious to know my customers' opinions of it.

It produces ears for the table earlier than any other very high quality sweet corn I have found. The ears grow on such small stalks (about three feet tall) that the rows can be closer together than with ordinary corn and twice as many hills can be planted in each row. My experience is that we get more than twice as many ears and the ears are small but very, very sweet.

Here are the EARLY PEARL Sweet Corn Seed prices to be sent by parcel post prepaid:

⅛ lb. 15c	½ lb. 35c	3 lb. $1.50
¼ lb. 25c	1 lb. 60c	4 lb. $1.80
⅓ lb. 30c	2 lb. $1.10	5 lb. $2.00

Larger amounts will be sent by express f. o. b. Van Wert:

6 lb. to 24 lb. ..... @ 30c 25 lb. to 50 lb. ..... @ 28c

Ohio Certified Hybrid Seed Corn

In addition to AUNT MARY'S Sweet Corn Seed, I have this year secured the agency for the sale of Ohio Certified Hybrid Seed Corn.

Ohio is one of the great states in the production of the seed of hybrid field corn. The four varieties for which I have obtained the agency are Ohio W-17, Iowa 939, U. S. 65, and Ohio C-14, and the seed I offer for sale is all Ohio Certified.

I realize that not all of my customers are interested in field corn and so I ask farmers and growers who are interested in larger yields of corn to write for further information and for prices on these particular hybrid field corn varieties.

LEE R. BONNEWITZ, Owner

AUNT MARY'S SWEET CORN FARM

VAN WERT, OHIO